

Eastern Hills Country Club Redevelopment Study

Advisory Group Meeting 2

May 13, 2015

Welcome & Meeting Objectives

Today's Meeting

- Objective: Committee agreement on two alternative scenarios for consultant team evaluation.
- Agreement means at least half of those representing both sides

Today's Meeting Agenda

- Welcome & Meeting Objectives
- Recap of Study Process & Progress
 - Process Status
 - Follow-Up Information from Meeting #1
- Scenario 1
 - Presentation by Bob Schwarz (10 minutes)
 - Facilitated Discussion
- Scenario 2
 - Presentation by Owner's Representative (10 minutes)
 - Facilitated Discussion
- Next Steps
 - Evaluation Process
 - Community Feedback Process
 - Preparations for Community Open House
 - Other Items
- Adjourn

Recap of Study Process & Progress

Outline of Study Process

- Data Collection/Mapping/Analysis
- Community Input
 - Stakeholder interviews – complete
 - Advisory Group meetings
 - Meeting 1 – April 8 (complete)
 - Meeting 2 – May 13 (underway)
 - Meeting 3 – June
 - Meeting 4 – July
 - Community Open House – June
 - City Council Briefing 1 – July
- Development and review of Alternative Scenarios (prior to Community Open House)
- Selection of Preferred Scenario/Committee Recommendation (prior to Final Council briefing in August)

Background



- Golf is over-built in the nearby area
- The golf industry is changing
 - Few young people are interested in playing
 - It's too expensive for families and persons on a fixed income
 - People have less time to spend on golf
- The condition of the EHCC property has continued to deteriorate since the closing of the club
 - Code Enforcement has been active with the property owner/manager with mixed results

Background

- The City's study of the potential for EHCC as a public or semi-public course indicated it would not be feasible
 - Costs to acquire and renovate the course and facilities (\$4.25 million*)
 - Play must increase by 80% (20,000 rounds) to break even
- In response to a question from the committee, we have made contacts with golf pros and found that food and beverage services and venue rental are usually a convenience for players and allow the facility to host tournaments
 - They typically operate at a loss unless these services are a special focus for the golf club
 - If these services are a special focus for the club, the facilities must be very high-end

(*) This estimated cost was generated prior to the actual sale of the property. The actual sales cost was higher.

Eastern Hills Area Infrastructure

- City and private sector assessment indicates:
 - Existing sanitary sewer – available capacity
 - 21" line north of the site could serve approximately 3,474 additional persons
 - 12" line on the east could serve 368 more persons
 - Existing stormwater – no issues anticipated
 - Can be designed to work with Lake Ray Hubbard
 - Existing water capacity – available supply
 - 42" line in Country Club Road and 12" line internal to the property could accommodate 500 units
 - Existing street capacity – challenges exist
 - Current traffic count: 4,100 vehicles per day (vpd)
 - 500 new units: 5,600 additional vpd

Eastern Hills Area Infrastructure

- City and private sector assessment indicates:
 - Existing access – deficient
 - One entrance on Country Club Road
 - Parks and trails – many planned in the area
 - Potential for connections
 - School capacity – GISD is “school of choice district”
 - Officials do not anticipate capacity problems (see next slide)

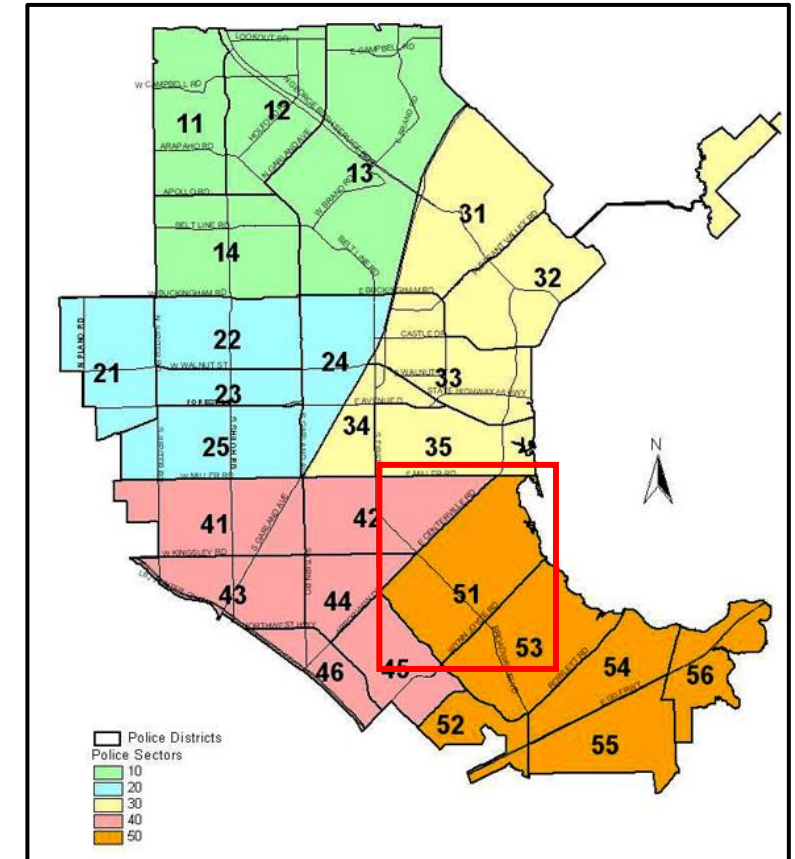
GISD Findings

- Assuming 500 new homes (developer's maximum scenario)
 - 250-300 students expected
 - GISD is a “school of choice” district (families may choose any school for their child, not just the school in the “neighborhood”)
 - All of the area schools—currently have capacity for new students
 - Elementary Schools: Club Hill, Carver, Handley, Centerville,
 - Middle Schools: Brandenburg, Lyles; Brandenburg has been without capacity at times
 - High School: South Garland, Memorial
 - Only one of these schools—Brandenburg—has ever reached capacity

Crime

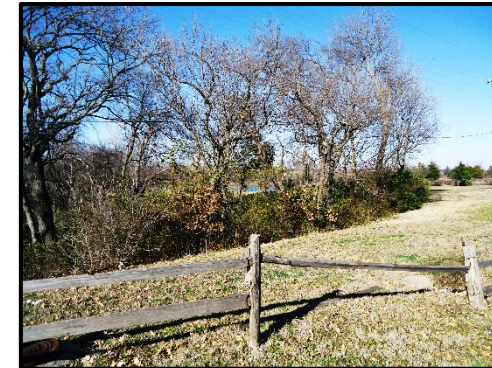
- District 51 – First Street/Centerville Road/Wynn Joyce Road/Lake Ray Hubbard district (51)
 - Since January 2011, crime patterns are typical for suburban neighborhoods
 - Mostly property crime—burglaries of a building, habitat, motor vehicle*; theft
 - The only significant increase in the types of crimes experienced since 2013 was in family disturbances

* Highest incidence; approximately 3 per month



Findings from Stakeholder Interviews

- General comments
 - Proposal needs to be well understood by all parties
 - Development must be economically feasible
 - Plan should be acceptable to the homeowners, developers, future users, City
 - Decision should be made in a timely manner



Advisory Committee Meeting 1

- Of particular concern to the Committee are:
 - Maintenance of property values
 - Traffic
 - Safety
 - Preservation of natural areas
 - Maintaining a buffer between existing residential uses and new construction
 - Preserving/Enhancing the Eastern Hills “brand”



Advisory Committee Meeting 1

- Neighborhood objectives
 - Create a development that maintains/enhances the value of existing homes and does not overburden the infrastructure or compromise neighborhood safety
 - Maintain a buffer of open space between the surrounding homes and future development, possibly with an activity that generates revenue
- Property owner objectives
 - Make a profit
 - Get along with the neighbors

Advisory Committee Meeting 1

- Potential developer objectives
 - Create a quality, sustainable and market-supported development
 - Create a development that is appropriate to the location
 - Consider developing a project with features that could be enjoyed by the surrounding neighborhood
- City objectives
 - Enhance the Garland community
 - Increase the City's tax base
- Future users
 - To be determined

Scenario 1

Summary of Scenario #1: Mix of Uses

Land Use or Activity	# of Units	# of Acres	% of Acres
Recreation			
> Golf course			
> Swim, tennis, etc.			
> Dining or event venues			
Residential			
> Detached homes on 1 acre or larger lots			
> Detached homes on 10,000 SF to 1 acre lots			
> Detached homes on lots smaller than 10,000 SF			
> Rowhouses or other attached homes			
> Senior housing			
Natural Open Space & Trails			
Streets			
Other Uses and Activities			

Summary of Scenario #1: Issues

1. Name or Theme:
2. Target Markets – Who are the future users of the property?
3. Public Investment – What (if any) investment is expected from the City of Garland?
4. Economic Value – What will create a reasonable return on private investment on the site?
5. Compatibility – How will the scenario relate to the surrounding neighborhoods & the Garland community?

Scenario 2

Summary of Scenario #2: Mix of Uses

Land Use or Activity	# of Units	# of Acres	% of Acres
Recreation			
> Golf course			
> Swim, tennis, etc.			
> Dining or event venues			
Residential			
> Detached homes on 1 acre or larger lots			
> Detached homes on 10,000 SF to 1 acre lots			
> Detached homes on lots smaller than 10,000 SF			
> Rowhouses or other attached homes			
> Senior housing			
Natural Open Space & Trails			
Streets			
Other Uses and Activities			

Summary of Scenario #2: Issues

1. Name or Theme:
2. Target Markets – Who are the future users of the property?
3. Public Investment – What (if any) investment is expected from the City of Garland?
4. Economic Value – What will create a reasonable return on private investment on the site?
5. Compatibility – How will the scenario relate to the surrounding neighborhoods & the Garland community?

Next Steps

Evaluation of Alternative Scenarios

- The consultant team will evaluate the two alternative scenarios developed today
- The alternatives will be reviewed with representatives of the development community and golf course designers
- A third Advisory Committee Meeting will be held in June with two objectives:
 - Review and discuss the results of this analysis
 - Create a single preferred scenario
- Based upon feedback received at that meeting, the consultant team will prepare the preferred scenario for discussion at the Community Open House

Evaluation of Alternative Scenarios

- After the Open House, the City Council will be briefed on the scenarios presented and the feedback received from the community, including the Advisory Committee
- The consultant team will then incorporate the Council's feedback
- A fourth Advisory Committee Meeting will be held in July with two objectives:
 - Review and discuss the results of this analysis
 - Create a final preferred scenario for presentation to the City Council in August

Evaluation Criteria

- How well does the scenario achieve the objectives of all stakeholder groups?
 - Neighborhoods
 - Property owner
 - Potential developer
 - City of Garland

Potential Evaluation Criteria

- Does the scenario appear to be supported by the market?
- Does the scenario appear to be economically viable?
- How does the scenario affect property values in adjacent neighborhoods?
- Can the public service demands be met by existing City of Garland and GISD infrastructure, facilities and staffing levels?
- How are the site's natural features and assets protected?
- How does the design contribute to the future desirability of the South Garland area?
- How effective are the buffers between this site and existing neighborhoods?
- What are the impacts to public safety with this scenario?

Community Open House

- When: TBD
- Where: South Garland Baptist Church
- Why: To give interested individuals and groups an opportunity to provide comments about the ideas for the future of this property
- Who: Anyone who wants to come
- Committee Role: Inform participants about the preferred scenario and explain the ideas behind it

Online Community Input

- The City will post the preferred scenario on its website
- Opportunities for online comment through:
 - Email
 - SurveyMonkey

Other Items

- A City Council briefing will be held the week after the Community Open House
 - Present the Committee's preferred scenario
 - Share input received at the Community Open House and online
 - Receive direction from City Council on scenario refinements
- Any other discussion items?

Adjourn